

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Change to:

1 - 24. (cancelled without prejudice)

25. (currently amended) A ~~computer implemented~~ finance method, comprising:

using a computer to complete the steps of:

obtaining data representative of an organization from a plurality of organization system databases in a format suitable for processing where the organization physically exists and has one or more enterprises; and

transforming at least a portion of the data into a two or more models that ~~identify~~ identifies and outputs a tangible net contribution of one or more elements of value to an organization value by a category of value, and one or more lists of changes that will optimize one or more aspects of an organization financial performance ~~and a plurality of tools for organization financial management selected from the group consisting of one or more category of value models, one or more component of value models, one or more market value models, one or more network models, one or more optimization models, a plurality of segmentation models, a plurality of simulation models, one or more value chain models, a plurality of management reports, a system for automated trading of an organization equity security based on a market sentiment value, and~~

using the model to analyze the data and output said tangible net contributions

where the categories of value are a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof, and

where the one or more lists of changes that will optimize the one or more aspects of organization financial performance comprise one or more lists of a change to one or more price premiums or to one or more other value drivers.

26. (currently amended) The method of claim 25, wherein the one or more an elements of value ~~is physically exist and are~~ selected from the group consisting of alliances, brands, channels, customers, ~~customer relationships,~~ employees, ~~employee relationships,~~ equipment intellectual

property, partnerships, processes, supply chains, vendors, ~~vendor relationships~~ and combinations thereof.

27. (currently amended) The method of claim 25, wherein developing a the two or more models that identify identifies a the net contribution of the one or more elements of value to an the organization ~~share-price~~ value by a category of value further comprises:

creating performance indicators for each element of value using at least a portion of the data, training a plurality of models of historical and forecast data for one or more aspects of financial performance using said indicators to identify one or more value driver candidates by element of value by enterprise,

analyzing historical and forecast data for one or more aspects of financial performance using induction algorithms and said value driver candidates to identify value drivers and create one or more element of value impact summaries by enterprise, and

using said element of value impact summaries to quantify a contribution of each of one or more elements of value to an organization ~~share-price~~ value by category of value by enterprise.

28. (currently amended) The method of claim 27, wherein the one or more ~~an~~ aspects of financial performance is are selected from the group consisting of revenue, expense, capital change, market value, alliance value, brand value, channel value, customer value, ~~customer relationship value~~, employee value, ~~employee relationship value~~, intellectual property value, partnership value, process value, supply chain value, vendor value, ~~vendor relationship value~~ and combinations thereof.

29. (currently amended) The method of claim 25, wherein a the contribution of an the one or more elements of value to each category of value is a net contribution of the element of value to the category of value and the other elements of value.

30. (currently amended) The method of claim 25 that further comprises using a the two or more models that identify identifies a the net contribution of one or more elements of value to an organization value by a category of value to complete activities selected from the group consisting of identifying changes to one or more element value drivers that will optimize one or more aspects of organization financial performance, identifying the impact of value driver changes on one or more aspects of organization financial performance in an interactive manner, reporting organization market and ~~share-price~~ value by element of value, reporting organization

market ~~and share price~~ value by category of value, and identifying a price point for trading organization shares ~~and combinations thereof~~.

31. (currently amended) The method of claim 25, wherein the one or more ~~an~~ organization system databases is ~~are~~ selected from the group consisting of advanced financial system databases, basic financial system databases, alliance management system databases, brand management system databases, business intelligence system databases, customer relationship management system databases, channel management system databases, estimating system databases, intellectual property management system databases, process management system databases, supply chain management system databases, vendor management system databases, operation management system databases, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control system databases, sales management system databases, human resource system databases, accounts receivable system databases, accounts payable system databases, capital asset system databases, inventory system databases, invoicing system databases, payroll system databases, purchasing system databases, web site system databases, the Internet, external databases, user input and combinations thereof.

32. (currently amended) The method of claim 25, wherein a ~~the two or more~~ models that identify ~~identifies~~ a the tangible net contribution of the one or more elements of value to an ~~the~~ organization value by a category of value also identify ~~identifies~~ a tangible net contribution of one or more sub-elements of value to an ~~the~~ organization value by a category of value.

33. (currently amended) A non-transitory computer readable medium having sequences of instructions stored therein, which when executed cause a processor in a computer to perform a plurality of steps ~~a learning method~~, comprising:

obtaining data representative of an organization that physically exists from a plurality of organization system databases in a format suitable for processing where the organization has one or more enterprises;

identifying a set of data records that are associated with each of one or more aspects of enterprise financial performance from said integrated data that can be used for training a plurality of cluster models for each aspect of enterprise financial performance,

generating a plurality of cluster models that identify a plurality of segments for each aspect of financial performance, by learning from at least a portion of the data

transforming the segmented data into a two or more models that identify identifies and outputs a tangible net contribution of each of one or more elements and sub-elements of value to an organization value by a category of value and a ~~plurality of tools for organization financial management selected from the group consisting of one or more category of value models, one or more component of value models, one or more market value models, one or more network models, one or more optimization models, a plurality of segmentation models, a plurality of simulation models, one or more value chain models, a plurality of management reports, one or more lists of changes that will optimize one or more aspects of organization financial performance, a system for automated trading of an organization equity security based on a market sentiment value and combinations thereof~~

where the categories of value are a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof, and

where the aspects of financial performance are selected from the group consisting of category of value, component of value, element of value and combinations thereof.

34. (currently amended) The computer readable medium of claim 33, wherein identifying a the plurality of segments for ~~an~~ the elements of value further comprises:

creating a plurality of performance indicators for each element of value using at least a portion of the data,

evolving a plurality of models of historical and forecast data for one or more aspects of financial performance using said indicators to learn which indicators are value driver candidates by enterprise,

evolving a plurality of induction models of historical and forecast data for one or more aspects of enterprise financial performance using said value driver candidates to learn which indicators are value drivers ~~candidates~~ while creating a plurality of element of value impact summaries from said value drivers, and

using said element of value impact summaries to identify a plurality of segments for each element of value with a clustering algorithm.

35. (currently amended) The computer readable medium of claim 34, wherein a the contribution of each of the one or more elements of value to a the value of ~~a business~~ the organization is segmented by a the category of value where the categories of value are selected from the group consisting of current operation, real options, market sentiment and combinations thereof.

36. (currently amended) The computer readable medium of claim 33, wherein a the component of value is selected from the group consisting of revenue, expense, capital change and combinations thereof.

37. (currently amended) The non-transitory computer readable medium of claim 33, wherein the sequences of instructions stored therein cause at least one processor in each of two or more computers connected via a network to perform the plurality of steps ~~a learning method~~ when executed.

38. (currently amended) The computer readable medium of claim 33, wherein the steps further comprise learning from the data which further comprises activities selected from the group consisting of identifying previously unknown value drivers, identifying previously unknown relationships between elements of value, identifying previously unknown relationships between element value drivers and combinations thereof.

39. (currently amended) The computer readable medium of claim 33, wherein ~~an~~ the elements of value ~~is~~ physically exist and are selected from the group consisting of alliances, brands, channels, customers, ~~customer relationships~~, employees, ~~employee relationships~~, equipment intellectual property, partnerships, processes, supply chains, vendors, ~~vendor relationships~~ and combinations thereof.

40. (currently amended) The computer readable medium of claim 33, wherein a the plurality of cluster models is ~~are~~ developed using algorithms selected from the group consisting of "Kohonen" neural network, K-nearest neighbor, Expectation Maximization and the segmental K-means algorithm.

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49. (currently amended) A non-transitory computer readable medium having sequences of instructions stored therein, which when executed cause at least one the processor in a computer to perform ~~a composite application method for~~ two or more data processing steps, comprising:
using two or more independent components of application software to obtain data representative of an organization that physically exists from a plurality of organization system databases in a format suitable for processing where the organization has one or more

enterprises and transform at least a portion of the data into one or more models that identify and output: a tangible net contribution of one or more elements of value to an organization value by a category of value and one or more lists of changes to one or more value drivers that will optimize one or more categories of value ~~complete the method of claim 25 and produce one or more additional useful results by processing a set of data representative of an organization using one or more predictive models that where the two or more models rely on a set of input data that have been transformed into a different state or thing for each of one or more inputs related to each element of value.~~

50. (currently amended) The computer readable medium of claim 49, wherein the two or more independent components of application software can be flexibly combined as required to support the development of one or more useful results.

51. (currently amended) The computer readable medium of claim 49, wherein a the different state or thing comprises a model or a summary.

52. (currently amended) The computer readable medium of claim 49, wherein an the two or more independent components of application software completes processing selected from the group consisting of: data analysis, attribute derivation, capitalization, causal analysis, classification, clustering, count linkages, data acquisition, data conversion, data storage, data transformation, element life estimation, indicator selection, induction, keyword counting, keyword search, linkage location, relative strength determination, statistical learning, valuation, and vector generation and combinations thereof.

53. (currently amended) The computer readable medium of claim 49, wherein the two or more independent components of application software each produce one or more useful results are selected from the group consisting of: an element contribution determination, an element impact quantification, an element valuation, an enterprise financial performance analysis, an enterprise financial performance optimization, a keyword location identification, an enterprise financial performance simulation, a future market value optimization, a future market value quantification, a management report production, a real option discount rate calculation, a real option valuation, a share price valuation, and an element of value segmentation, a target share price determination, a keyword count and combinations thereof.

54. (currently amended) The computer readable medium of claim 49, wherein ~~completing the method of claim 25 is an optional step~~ one or more value drivers comprise a price premium for each of one or more organization offerings.

55. (currently amended) The computer readable medium of claim 49, wherein a ~~the~~ plurality of data are integrated from two or more systems in accordance with ~~an xml metadata standard~~ and a common schema using metadata mapping.

56. (currently amended) The computer readable medium of claim 49, wherein ~~the~~ two or more independent components of application software further comprise two or more bots or intelligent agents.

57. (currently amended) A ~~non-transitory~~ computer readable medium having sequences of instructions stored therein, which when executed cause at least one the processor in a computer to perform a data method, comprising:

converting, integrating and storing data representative of one or more physical entities or substances from a plurality of disparate sources as required to transform said data into an integrated database using ~~an xml metadata standard~~ and a common schema, and transforming at least a portion of the data into one or more models that identifies and outputs a tangible net contribution of one or more elements of value to an organization value for each of one or more categories of organization value and one or more lists of changes to one or more value drivers that will optimize a value of one or more categories of value ~~completing the method of claim 25 by using the integrated database as a sole source for organization related data that are transformed into a model~~

where the plurality of disparate sources further comprise data sources selected from the group consisting of a plurality of database management systems, one or more external databases, an Internet and combinations thereof, ~~where xml comprises a common metadata standard,~~ and

where the schema incorporates a common data dictionary.

58. (currently amended) The computer readable medium of claim 57, wherein ~~completing the method of claim 25 by using the integrated database as a sole source for data that are transformed into a model is an optional step~~ one or more value drivers comprise a price premium for each of one or more organization offerings.

59. (currently amended) The computer readable medium of claim 57, wherein a the plurality of disparate sources are selected from the group consisting of accounts receivable systems, accounts payable systems, advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site management systems and combinations thereof.

60. (previously presented) The computer readable medium of claim 57, wherein the method further comprises:

obtaining one or more keywords and a set of classification rules for each keyword from a user, performing an Internet search for the one or more keywords and making a set of location and count results from said search available for use in processing or display after the results are classified.

61. (currently amended) The computer readable medium of claim 60, wherein a the keyword further comprises a word selected from a category consisting of company name, brand name, trademark and combinations thereof.

62. (currently amended) The computer readable medium of claim 60, wherein a the computer readable medium comprises an intelligent agent.